Amend claim 5 to read as follows:

5.   (Once Amended) The method of servicing the customer of the contractor as in claim 4 wherein the step of providing the webpage further comprises providing a plurality of options on the webpage relating to the feature for selection of the option by the customer.

Amend claim 6 to read as follows:

6.   (Once Amended) The method of servicing the customer of the contractor as in claim 5 further comprising providing a plurality of webpages each related to a feature provided by the contractor to the customer.

Amend claim 7 to read as follows:

7.   (Once Amended) The method of servicing the customer of the contractor as in claim 4 further comprising providing a hyperlink to a manufacturer on the webpage for selection by the customer.

Amend claim 8 to read as follows:

8.   (Once Amended) The method of servicing the customer of the contractor as in claim 7 wherein the step of providing the hyperlink further comprises collecting a commission from the manufacturer for any sale based upon activation of the hyperlink.

Amend claim 9 to read as follows:

9.   (Once Amended) The method of servicing the customer of the contractor as in claim 1 further comprising providing a second website associated with the first website by the

third-party website provider for entry of information related to the customer by the contractor.

Amend claim 10 to read as follows:

10. (Once Amended) The method of servicing the customer of the contractor as in claim 9 wherein the entered information further comprises features.

Amend claim 11 to read as follows:

11. (Once Amended) The method of servicing the customer of the contractor as in claim 9 wherein the step of providing the second website further comprises allowing access to the second website by a party designated by the customer.

Amend claim 12 to read as follows:

12. (Once Amended) The method of servicing the customer of the contractor as in claim 9 wherein the entered information further comprises an identifier of the customer.

Amend claim 13 to read as follows:

13. (Once Amended) The method of servicing the customer of the contractor as in claim 9 further comprising password protecting the second website.

Amend claim 14 to read as follows:

14. (Once Amended) The method of servicing the customer of the contractor as in claim 1 further comprising displaying an advertisement of a vendor on the first website.

Amend claim 15 to read as follows:

15. (Once Amended) The method of servicing the customer of the contractor as in claim 14 further comprising collecting a commission from the vendor for displaying the advertisement.

Amend claim 16 to read as follows:

16. (Once Amended) The method of servicing the customer of the contractor as in claim 14 further comprising allowing the contractor to customize the first website for the contractor's product offerings.

Amend claim 17 to read as follows:

17. (Once Amended) The method of servicing the customer of the contractor as in claim 14 further comprising providing upselling options to the customer based upon the option selected by the customer.

Amend claim 18 to read as follows:

18. (Twice Amended) The method of servicing the customer of the building contractor as in claim 1 further comprising providing a third website for access by a general public for general information on features, where such features further comprise products or fixtures to be installed on-site, building contractor services labor or installation provided by the building contractor through the third party website.

Amend claim 19 to read as follows:

19. (Twice Amended) The method of servicing the customer of the building contractor as in claim 1 further comprising exchanging product, service, labor, installation or design

5

files between the builder and a third party contracting designer to create the provided product options that are offered to the customer through the first website.

Amend claim 20 to read as follows:

20.   (Once Amended) The method of servicing the customer of the contractor as in claim 1 further comprising exchanging product files among the builder, suppliers and manufactures using a common file format.

Amend claim 22 to read as follows:

22.   (Once Amended) The apparatus for servicing the customer of the contractor as in claim 21 further comprising means for password protecting the first website.

Amend claim 22 to read as follows:

23.   (Once Amended) The apparatus for servicing the customer of the contractor as in claim 21 wherein the means for collecting the commission based upon the selection made by the customer further comprises means for collecting the commission from the contractor.

Amend claim 24 to read as follows:

24.   (Once Amended) The apparatus for servicing the customer of the contractor as in claim 21 wherein the means for providing the first website further comprises means for providing a webpage associated with a feature offered by the contractor.

Amend claim 25 to read as follows:

25.   (Once Amended) The apparatus for servicing the customer of the contractor as in claim 24 wherein the means

for providing the webpage further comprises means for providing a plurality of options on the webpage relating to the feature for selection of the option by the customer.

Amend claim 26 to read as follows:

26. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 25 further comprising means for providing a plurality of webpages each related to a feature provided by the contractor to the customer.

Amend claim 27 to read as follows:

27. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 24 further comprising means for providing a hyperlink to a manufacturer on the webpage for selection by the customer.

Amend claim 28 to read as follows:

28. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 27 wherein the means for providing the hyperlink further comprises means for collecting a commission from the manufacturer for any sale based upon activation of the hyperlink.

Amend claim 29 to read as follows:

29. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 21 further comprising means for providing a second website associated with the first website by the third-party website provider for entry of information related to the customer by the contractor.

Amend claim 30 to read as follows:

30. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 29 wherein the entered information further comprises features.

Amend claim 31 to read as follows:

31. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 29 wherein the entered information further comprises an identifier of the customer.

Amend claim 31 to read as follows:

32. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 29 further comprising means for password protecting the second website.

Amend claim 33 to read as follows:

33. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 21 further comprising means for providing a third website for access by a general public for general information on features provided by the contractor.

Amend claim 35 to read as follows:

35. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 34 further comprising a password adapted to protect the first website.

Amend claim 36 to read as follows:

36. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 34 wherein the first website further comprises a webpage adapted to provide a feature offered by the contractor.

Amend claim 37 to read as follows:

37. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 36 further comprising a plurality of webpages adapted to provide a plurality of features provided by the contractor to the customer.

Amend claim 38 to read as follows:

38. (Once Amended) The apparatus for servicing the customer of the contractor as in claim 34 further comprising a hyperlink to a manufacturer on the webpage for selection by the customer.

Amend claim 39 to read as follows:

39. (Once Amended) The method of servicing the customer as in claim 1 wherein the product, service or installation service offerings further comprise fixtures to be delivered for installation or installed within the building or renovation of the real estate by the building contractor for the customer.

Amend claim 40 to read as follows:

40. (Once Amended) The apparatus for servicing the customer as in claim 21 wherein the product, service or installation service offerings further comprise fixtures to be installed within the building or renovation of the real

9

estate by the building contractor for the customer.

Amend claim 42 to read as follows:

42.　(Once Amended) The apparatus for servicing the customer as in claim 34 wherein the product, service or installation service offerings further comprise fixtures to be installed within the building or renovation of the real estate by the building contractor for the customer.

Amend claim 43 to read as follows:

43.　(Once Amended) The apparatus for servicing the customer as in claim 34 further comprising providing a virtual showroom that displays product offerings to the customer by the third-party website provider.

REMARKS

1.　Reconsideration and further prosecution of the above-identified application are respectfully requested in view of the amendments and discussion that follows.　Claims 1-43 are pending in this application.　The drawings have been objected to under 37 CFR §1.83(a).　Claims 2-20, 22-38 have been rejected under 35 U.S.C. §112, second paragraph, as being indefinite.　Claims 1, 3-5, 9, 11, 12, 19-21, 23-25, 31, 33, 34 and 36 have been rejected under 35 U.S.C. §102(b) as being anticipated by "RFP Marketing Opportunities Abound At 'Design Your Dream House' Site" (RFP).　Claims 7, 8, 14, 15, 27, 28, 38-42 have been rejected under 35 U.S.C. §103(a) as being obvious over RFP. After a careful review of the claims (as amended), it has been concluded that the rejections are in error and the rejections is, therefore, traversed.

10